

## FOR IMMEDIATE RELEASE

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### MEET THE SECRET BEHIND THE PERFECT DRESS WITH PROJECT GRAVITAS

*National brand brings first ever pop-up shop to Nation's Capital benefitting The Washington Ballet*

WASHINGTON, DC (May 22, 2014) – Are you ready to find *the one*? [Project Gravitas](#) is coming to our Nation's Capital with a mission – to help the women of Washington, DC find the perfect dress and give each woman the opportunity for dressing with a confident sense of self.

Project Gravitas designs and locally manufactures the “perfect dress” with luxury construction made in NYC using Italian fabrics, topped off with a slimming shapewear secret so each woman can own her moment. Project Gravitas has gained national recognition in leading outlets, including magazines such as O, the Oprah Magazine, InStyle, People StyleWatch, WWD, and most recently, the May 2014 issue of Capitol File Magazine.

At the core of Project Gravitas is mentorship, believing that great leaders inspire the next generation of leaders, and each dress is named for a woman who has owned her moment in history – including Washington's own Jacqueline Kennedy Onassis and Eleanor Roosevelt. Each month, Project Gravitas features a new “Women of Gravitas”, with strong and powerful women such as Jane Park of Julep, media entrepreneur and judge on Top Chef: Just Desserts, Dannielle Kyrillos, Anna Kaiser of AKT MOTION, and Loren Brill of Sweet Loren's all lending their expertise and advise to inspire the future generation.

“I am so inspired by women in DC because it is one of the few places where the private and public sectors intersect and you see the true and unique power that women leaders have to meaningfully transform society,” said Lisa Sun, Founder and CEO of Project Gravitas. “DC women have got gravitas!”

Beginning Saturday, May 31, 2014 – for two days only – Project Gravitass will host a pop-up shopping event to introduce Washingtonians to the collection at Four Seasons Hotel (2800 Pennsylvania Avenue NW, Washington, DC 20007), open from 11:00 AM – 7:00 PM. Project Gravitass dresses are sold exclusively online, so the pop-up shop will offer a unique opportunity to experience the dresses in person, trying them on before purchasing. The Project Gravitass team will be on hand for personalized fitting sessions, in addition to the Founder and CEO, Lisa Sun, who will be sharing the Project Gravitass story.

Each month, Project Gravitass features an inspiring Woman of Gravitass, and 10% of the purchase price of the woman's favorite dress goes to her charity of choice. During the month of May, Project Gravitass has partnered with The Washington Ballet, and has pledged 10% of the purchase price of every Diana dress sold back to The Washington Ballet.

The Project Gravitass collection combines the quality of chic luxury-label apparel with the slimming and confidence-boosting comfort of your favorite yoga pants, at an affordable price.

- Italian fabrics, luxury construction, made in NYC
- Slimming Secret – sewn in, discreet shapewear that hugs in all the right places
- Each dress is named after a woman who owned her moment in history like Amelia Earhart, Eleanor Roosevelt, Ella Fitzgerald, Frida Kahlo, Gabrielle “Coco” Chanel, Indira Gandhi, Jacqueline Kennedy Onassis, Katharine Graham, Simone de Beauvoir and Valentina Tereshkova.
- Make your moment count – Project Gravitass shows you how to wear it 30 different ways

About the Slimming Secret:

- Two versions – Original (medium control for superior slimming and smoothing) and Light (light control for smoothing in warmer weather)
- Breathable, cooling and moisture-wicking, like your favorite yoga pants
- Precisely fit to the dress – it won't tuck, roll, move or twist – no adjustments necessary
- Comfortable day in, day out

**Click to Tweet:** #GravitassDC – Shop the perfect dress @ProjectGravitass Pop-Up Shop, Saturday, May 31<sup>st</sup> and Sunday, June 1<sup>st</sup> @FSWashington.

### **About Project Gravitass**

Project Gravitass designs, locally manufactures, and directly distributes the “Perfect Dress” that gives every woman a confident sense of self: Italian fabrics, luxury construction made in NYC, with a slimming shapewear secret.

Project Gravitass is both an imperative (v. pruh-jekt) and a community of women connected through stories, style, and life moments (n. proj-ekt). Our mission is to inspire living with Gravitass. Own Your Moment. Visit [www.ProjectGravitass.com](http://www.ProjectGravitass.com) for more information.

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